

Ep 8 – THREE STEPS TO FINDING EDUCATORS TO BE CONTRIBUTORS ON YOUR FACEBOOK PAGE

Hello everyone. I am so excited because today on Erupt Podcast, I am going to be having K.M Robinson with us today. K.M Robinson is a professional market, brander and social media strategist at reading transforms where she educates her authors on creating engaging and valuable marketing for their fans. She is professional fine art conceptual photographer at K.M Robinson Photography. She is also a young adult author. Her first book “Golden” releases in March 2017 and her second book “Jaded” releases in June 2017.

Fill in some gaps and give us a little bit of your personal life

Well, I went to school for elementary education. So, I started out as a teacher so I just kind of developed into all these different areas of my life. I got really involved in the photography community, educating photographers which then translated into educating authors so I work really in depth with the authors in the book world and we work really hard into getting their books out there. We get them into lists like the New York best sellers list and we spend a lot of time working on their marketing, their branding and creating imagery to go out on social media. So, most of how I spend my time is around teaching photography and teaching marketing and branding which I absolutely love. It is so much fun and it all goes back to that teaching that I started with.

Wow. Beautiful. So, what is your favorite quote right now?

You know the one that I use the most is **a rise in tide raises all ships** and I love that because it means when one person succeeds, we all succeed. When we build up one person, it builds up everybody and when we work together and support each other, we are not only helping them but we are helping ourselves too and our entire community.

When we help others, we are not only helping them but we are helping others in our community too.

So, how do you apply this quote in your daily dealings?

My goal is to help as many people as possible so I really get in depth with the people I am working with and if there is a way for me to share my knowledge, to share what I have learned, to help them do something that they have not done before, that is my ultimate goal. So, I do a lot of live broadcasts within my businesses. I do two web shows and it is all to educate and help teach what I know and if I don't know it, I find people who know those different things and bring them on my page so that we can educate the book world as a whole and really build it up. So, everything within my life is about bringing that knowledge to people and helping them to help other people.

So, how do you currently generate revenue in your business?

Oh! I teach courses typically and I do a lot of consultation but in the book world thing that I do, I do things like cover design, web design, different projects that I design – swag for my authors so most of it comes from my courses that I do and I do a lot of hand-on work with my authors and with my photography, I take gorgeous pictures of people and I sell products.

So, today, we are chatting about the three steps to finding educators as contributors on your Facebook page. Facebook just launched the new contributors features and I have not used it yet so this episode is helpful because I am going to learn the ways of using them right on this episode just as you out there is listening to Katie teach me the way she do the thing and get up to do the job every day. So, Katie, what is contributors?

Contributors is a new feature on Facebook. They just rolled it out during the last few weeks and this is where the admin of business pages has the ability to give video access to anyone so you don't have to hand over their admin access and allow people to broadcast live on their page. This means they can bring on fans, guests speakers and give them the ability to broadcast at any point without messing with their settings or getting notification for their pages or accidentally doing something they shouldn't be doing on the page. It is amazing because you can now bring on all these people to do video broadcasting but you don't have to hand over the reins of your page.

So, this shout about live videos that I see every Tom, Dick and Tom (Oh! You were expecting Harry?) do lives videos every time, why are live videos important?

Live video is incredibly important because Facebook and most social media platforms are now working based on algorithms and the algorithms are pretty top secrets they don't tell us specifically how they work but we do know that they rank content based on how valuable they identify the post. So, within Facebook, text is lowest then \photos then videos then live videos. That means when you are live videoing, you get more fans than any other content means. So, live videos are very important because it builds your ranking within the indexing system on Facebook.

Text > Photos > Videos > LIVE VIDEOS

How can entrepreneurs leverage contributors to their advantage?

It is really great that entrepreneurs can now give video access to people that they would normally not give admin access to which means they can now bring on guest educators and clients to come up and review their case studies. To come up specifically, I would recommend entrepreneurs to bring on guest educators, and have them speak from their page and we are going to get into how to do that in a few moments. An example would be if a fitness instructor wanted to give little bit of additional content to people, they could bring on a dietician friend of theirs to come in the page and speak about the proper diet that their fitness client should be eating or a photographer could bring on a personal stylist or make-up artist to educate on how to dress for their photoshoot or why it is important to get professional hair made for their photoshoot. That way, it lends credibility to what they are doing and they have another professional in the industry speaking into that and educating their clients without it always having to be them. When you bring on other professional and you say I am not the only one who thinks this, people are more likely to listen. Now, I love client reviews because you can also bring out those fans of yours, the success stories of your student, your clients, the people that you are working with. You can bring them on and allow them to do reviews for you and you can give people the opportunity to sing your praises without you having to tell them to do it or without you having to tell them that you are awesome. So, it is great when you can tell your clients that your brand-new course is going to be effective but it is better if you are bringing on one of your student who have gone through the program and you allow them to tell your fans that it worked for them. So, authors, when I am

working with my authors, I tell them to bring on their fan for live book reviews instead of just posting it on amazon. Business coaches could bring on their successful students and tell them exactly how their business is running from what they have done with their coaching. It is really great because it gives you the opportunity to have those fans come on and speak on your behalf and tell people that you are good without you telling people that you are good.

I don't have fast broadband or I do but don't know how to set up. What are the specific things to watch out for when I want to have a smooth broadcast?

You need to make sure that your broadcast is very seamless and you know what you are doing and you are prepared because when you don't, you may stumble on your words, you may not have a clear direction to what you are doing. So, when you are bringing in contributors onto your page, you better need to sit down and list out all the set-up rules, so before you let anybody go live on your page, you need to have a conversation with them about what is acceptable and what they are required to do. After you set up rules with them, you need to agree on what time you are going to let them go live. With contributors, they have the ability to go live any time. With contributors, they would have the ability until you remove them from your page, so you need to be very clear about when they go live and why. Before you let them go live, you want to do a chat with them, like a skype or even a phone call or even through email, you want to know exactly what they are going to talk about, how they are going to talk about it and in what order they are going to be speaking on it because you are going to be there to monitor and you have to be able to support them because all that gives you the ability to tweak anything that is not necessary for the broadcast. Now, one thing I recommend that my client do is to create a title script. So, when you want to go live on your Facebook page, it will always ask you what are you seeing now and this is the place where you can put your title in for video. In this title, you have to have a very specific formula to get this information out to for your fans. The first thing you need to tell them is what they are going to be seeing through because if they are scrolling to their Facebook feed, you need to know what the video is. If they do not, chances are they keep scrolling but if it something that gets their attention immediately, they will start to watch.

Now, the second part of this title is going to be your host name because they are contributors on your page and your fans are going to be expecting to see you on your page not someone else's face. So, the first thing is to have what they are saying followed by the host name. This lends credibility to them that makes them aware they are not going to be seeing you but they are going to be seeing someone else you trust and have ask to come on your show.

Now, the last part of this title is going to be your host link so you want to always give credit to them. You always want to link back to them and putting a link in the title makes it easy to prepare to click on so whenever you are doing any broadcast, if you are going to be referencing a specific link, it should always go on the title because if you put it in a comment it can get lost among the comments. But the title is always on top of your video so when you are working with a contributor, first, say what they are going to be seeing then say the host name and then link back to the host. So, at the end as they are wrapping up, they can tell the fan to go visit them and all they have to do is click on the title link.

Now, the key is to be there to monitor them live, so as your contributor is live within your page, you need to be there live within the broadcast, you need to make sure everything is going smoothly, you need to be replying to all the comments that people are leaving. If the contributors are talking about any links, you need to be able to drop them within the comment so people can easily click on them in time

and the key here is that you need to be there to monitor what they are saying unless they are someone that is incredibly trusted that have been doing this for you for a long time or you are paying to do this professionally, you need to make sure that they are staying on task and nothing happens. Every once in a while, you might get somebody who swoops up and say something which they shouldn't or get a little off task or maybe something happens that they do not see coming and something goes wrong in the background of the videos and they need to step away from and take care of, you as the host and admin of the page have the ability to end that broadcast so if something terrible goes wrong, you can end the broadcast for them and finally after the end of the broadcast, you need to ensure that you are following up with your people so you need to publicly thank your guest and you need to ensure you are linking back to them and giving them credit for getting on your page and doing a live broadcast for you.

Oh! So many value bombs there. **One of them is whenever you are hosting a contributor, you need to be there live to monitor.** Now, what are the three steps you can use to find educators that can be contributors on your Facebook page?

Well, this is actually a good question. We were actually talking about this before and we have a really great idea. We thought that it would be kind of fun to get involved with really getting deep on those three steps to find contributors and you and I thought it would be amazing to do a live webinar so can I go on and tell people about that?

Yeah, you can!

Fantastic, I am so excited for this. We are going to be doing a live webinar on **Monday, February 13, 2017 at 3pm GMT+1 and 8am EST** and we going to be live on your Facebook page to talk about those three steps to finally educate us to find contributors for your Facebook page. We are going to be specifically talking about **finding people, pitching people and helping those people to go live as contributors on your page.**

By **3pm GMT+1 and 8am EST on Monday the 13th of February, 2017.** We are going to be talking about those three steps to finding educators to be contributors on your Facebook page. If you are onlinepreneurs, this is something you should definitely not miss for anything so you should just head over to erupt.online/contributors and lock down your spot. The live section will hold on Facebook but you should lock down your spot and get a notification we kick start from erupt.online/contributors.

I am so glad for this. I think this is so valuable to your fans and to all online entrepreneur out there because the really great thing about contributors is that it builds up your audience on Facebook so do have someone who goes on Facebook live or not or if you do not go with consistency but still want that ranking to get your content seen more within Facebook. This is going to build up that ranking because someone is going live on your behalf on your page and your page is getting all that credit even though you are not the one live. So, bring on those educators to work on your page. It helps them to get new fans, it helps you to get new fans so there is no reason not to bring on those guest educators to our pages to really speak to the audience and give the audience more value.

So, do you have any internet resource that you are in love with and you can share with our listeners?

Absolutely, I have just done a contributor's league over at my business, **reading transforms**, and we have broken down everything that my authors need to know about contributors so you guys can go to

resources.readingtransforms.com that is my resource blog, you can see others there but I know that I have sent over my links and you can drop all those links to the specific post in the podcast show notes.

The link is resources.readingtransforms.com. Once again, by **3pm GMT+1 and 8am EST on Monday the 13th of February, 2017**. Head over to **erupt.online/contributors**

How can our listeners connect to you?

Your listeners can connect to me at readingtransforms.com which will lead over to all of my social media and all of my articles and my massive YouTube collection for my authors. I love hearing from you guys so feel free to get in touch.

Thank you, Katie. I will catch you on the flip side.

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